

Job Market Strategies for International Students

Job Market Overview for International Students



Bringing All The Pieces Together

A strong job search brings together planning, preparation, communication, support, and follow-through.

Throughout this module, students have learned to:

- Understand how the Canadian job market works
- Recognize why job searching may feel different in Canada
- Identify common barriers and ways to respond
- Use supports and resources early
- Focus on employer expectations and fit
- Build experience, references, and confidence
- Track progress and adjust their approach

Key point:

Job searching works best when you use a clear strategy, take practical steps, and adjust as you learn what is working.



Start with a Clear Job-Search Goal

A clear goal helps you connect what you have learned with the kind of work you are actually looking for.

Before applying, students should think about:

- What kind of work they are looking for?
- Whether they need part-time, seasonal, co-op, placement, or post-graduation work?
- Whether the job matches their availability and work eligibility?
- What local opportunities are realistic?
- What experience, skills, or references they already have?
- What barriers may affect their job search?
- What support or resources they may need next?

Key point:

A clear job-search goal helps you choose the right opportunities, prepare stronger applications, and connect with the right support.



Create A Job Search Strategy

A strategy is your personalized plan to approach the job search process, it should consider your personal goals, advantages, and constraints.

A strategy should include:

- Identifying what kinds of roles you are looking to apply for
- Identify you stand in relation to your job search goals
- Identify a list of key employers and roles in the community you want to apply for
- Identify any additional steps you might be able to take to get information on roles or network with employers; career events, community groups, talking to pros or looking for school supports.
- Create a routine or job search outline to structure your application process and establish a baseline to learn from.

Key point:

Creating a job search strategy can give you a baseline and structure to approach the job search from, and break down the process into smaller components.



Create A Job Search Routine

A routine is the process that you create based on your strategy, constraints, and unique goals; it is the weekly or monthly steps you create and follow to achieve your job search goal.

A simple weekly routine can include:

- Create a tracking sheet or journal to note where you have applied.
 - Where have you applied, how did it go, what are your next steps.
- Set aside time each week/day to search for roles.
 - Schedule time check in on new roles with key employers
- Set aside time each week/day to apply for roles and adjust your resume.
- Set aside time for community events, career fairs, or networking to help you build connections.

Key point:

Small, consistent actions can make your job search more focused, less stressful, and easier to adjust over time.



Track Your Results & Adjust Your Approach

Tracking your job search helps you understand what is working and what may need to change.

Students should pay attention to patterns such as:

- Many applications but no interviews
- Interviews but no job offers
- Jobs that do not match availability or eligibility
- Resumes that are not tailored to the posting
- Difficulty explaining skills or experience
- Limited references or local experience
- Not using support or resources early enough

Key point:

If you are not getting results, do not only apply more. Look at the pattern, adjust your strategy, and ask for support when needed.



Build Trust Through Experience & References

Employers are more confident hiring students when they can see evidence of reliability, professionalism, and workplace readiness.

Students can build trust by:

- Gaining local experience through work, volunteering, campus roles, or placements
- Treating early jobs as opportunities to build strong references
- Showing reliability through attendance, communication, and follow-through
- Asking instructors, supervisors, or community contacts about reference options
- Keeping a record of work, volunteer, training, and project experience
- Staying professional with employers, staff, classmates, and supervisors
- Using real examples from experience in resumes and interviews

Key point:

Trust is built over time. Experience and references help employers see that you are reliable, prepared, and ready for the workplace.



Tailor Your Applications

Tailoring an application means highlighting your real skills and experience in a way that matches the job.

A strong tailored application should:

- Read the job posting carefully and identify the main requirements
- Highlight the skills and experience you already have that match the role
- Use resume points and examples that are relevant to the job
- Adjust your cover letter to explain why you fit that position
- Show relevant availability, strengths, and work experience clearly
- Include only skills, experience, and certifications you can explain and demonstrate
- Make sure your information is accurate, because employers may verify it through references

Key point:

Tailoring does not mean making things up. It means presenting your real and verifiable experience in a way that clearly matches the employer's needs.



Use Support Before You Feel Stuck

Support is most useful when you use it early, not only after the job search becomes stressful.

Students should consider asking for support when they:

- Are unsure where to start
- Need help understanding job postings
- Want feedback on a resume or cover letter
- Need to practice interview answers
- Have questions about work eligibility or PGWP planning
- Are not getting responses from applications
- Are unsure which resource or service fits their situation

Key point:

You do not need to wait until something goes wrong. Asking for support early can help you avoid common mistakes and build a stronger plan.



Thank You!

You have completed all the videos for Module 1. To Continue with the Pathways Program Please complete the exercise for Module 1, and begin Module 2.

Module 2: Applications, Resumes, & Interviews

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